JAN 13

Broadcasting

FIRST IN TELEVISION CABLE RADIO SATELLITE

❑ KATZ AND SELTEL: IS DUAL REPRESENTATION HERE? / 4

❑ ON THE EVE OF NATPE: AT LARGE WITH CPT'S THURSTON / 30

❑ NAB PRESIDENT EDDIE FRITTS: CONFIDENT ABOUT S. 12 OUTCOME/ 10

Overnight Success

In just two years of operation, ALL NEWS CHANNEL is in more than 70 markets.

In many of these markets it averages a 20% share between 1 and 5 a.m. And now, broadcasters who air it during the overnight time period can do so on a *complete barter basis.*

ALL NEWS CHANNEL is up and running *now* and is committed to continue for many years to come. Only Conus and Viacom Satellite News have made a long-term commitment to overnight news.

ALL NEWS CHANNEL is always available – night, day and weekends – and our success continues with exciting and innovative programming on Saturday mornings. The first ratings are in and we are starting with 3's and 4's.

It's unique. ALL NEWS CHANNEL takes on your name, your logo, your identity. It makes you the complete news source in your market.

If news is your most profitable product your future is in this star.

For further information, call Charles H. Dutcher III (612)642-4645.

ALL NEWS CHANNEL™

3415 University Ave.
Minneapolis/St. Paul, MN 55414

Produced by Conus Communications in a joint venture with Viacom Satellite News, Inc.

★★★★★★★★★★★★★★★ 5-DIGIT 20814
#0104898 84#C SEP92 BR022
SRI ACQ
CONGRESSNL INFO SRV 283
4520 EAST-WEST HWY
BETHESDA MD 20814

0 71486 01890 7

CABLE-FRIENDLY INTV CONVENES IN SAN FRANCISCO

TV stations need second revenue stream

That's opinion of Wertheim's David Londoner, who says possible source is cable

By Steve McClellan

Entertainment analyst David Londoner, managing director, Wertheim Schroder & Co., has good news and bad news for independent station operators.

In a keynote address at the INTV convention last week, Londoner predicted television advertising would rebound in 1992, with an 8% revenue gain over 1991. But he also said the television industry needs a second revenue stream to maintain meaningful growth over the long term.

Londoner said the most logical source of a second revenue stream would be an amended compulsory copyright license law that tags cable operators for use of local as well as distant over-the-air broadcast signals.

"The way it works today, you are losing yardage to cable," said Londoner. "And the simple fact is that advertising alone cannot afford to pay you enough to compete against paid-for television, whether it is basic cable, HBO or pay per view."

Londoner proposed that cable operators be charged "something like" $1 per subscriber per month (phased in over four years) for carriage of local signals. By his estimate, that would raise roughly $750 million in 1996 that could be divided among over-the-air broadcasters, the big three networks, Fox and barter syndicators, based on their advertising revenues.

Based on current shares, that would give each of the big three about $85 million; local stations would get about $450 million; Fox would get $10 million and syndicators about $35 million.

"The fee would be in recognition that free television is the principal use

Continues on page 15.

This Week

NAB's Eddie Fritts: sees cable reregulation in '92 (p.10)

DIMINISHED INTV / 4

Twentieth Television's announcement that it will not have exhibition suites at INTV next year has added impetus to a much talked-about INTV alliance with NATPE.

BATTLE-READY NAB / 10

NAB President Eddie Fritts predicts that some form of cable regulation palatable to broadcasters will become law this year. If not, a broadcaster-telco alliance may pick up the fight.

CPT'S LOOK AT '92 / 30

Barry Thurston, president of syndication for Columbia Pictures Television, heads to NATPE planning to finalize sales on *Designing Women* and to sell the Columbia Showcase 2 film package.

DOWNSIZED SCA / 78

SportsChannel America has abandoned plans to become a standalone service and is concentrating instead on providing secondary programing for its regionals.

FALL ARBITRONS / 84

Radio ratings for nine of the top-10 markets show AM's leading in five—Chicago, San Francisco, Philadelphia, Detroit and Boston—and continued strength for soft AC and urban.

CHALLENGE TO TRINITY / 88

Trinity Broadcasting's effort to renew its license for WHFT(TV) Miami has been challenged by Glendale Broadcasting, which maintains that Trinity violates the 12-station cap by operating through a minority front company, National Minority Television Inc. The FCC is reviewing similar allegations made against NMTV last year.

BIG WFAN / 94

Infinity Broadcasting, which has filed to make a public offering of stock to finance its $70 million purchase of all-sports WFAN(AM) New York, is picking up a strong station: net revenue for the first nine months of 1991—$20.7 million—nearly matches 1990's total, and full-year cash flow is projected to approach $8 million.

SKYPIX SETS APRIL LAUNCH / 98

Now that a financial services company has agreed to finance consumer purchases of the equipment, Skypix says it is ready to launch its direct-to-home satellite receiving system this April.

CPT's Barry Thurston: looking for access (p.30)

Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting Telecasting*® introduced in 1946. *Television*® acquired in 1961. *Cablecasting*® introduced in 1972. *Broadcasting/Cable* introduced in 1989. *Broadcasting*® is a registered trademark of Reed Publishing (Nederland) B.V., used under license. ®Reg. U.S. Patent Office

Incorporating The Fifth Estate® TELEVISION® Broadcasting ■ Cable

Broadcasting (ISSN 0007-2028) (GST #123997457) is published weekly with one additional special issue in January by The Cahners Publishing Co. (subscription includes all issues). Cahners Publishing Co. is a division of Reed Publishing USA, 275 Washington St., Newton, MA 02158-1630. Terrence M. McDermott, President/Chief Operating Officer; Frank J. Sibley, Executive Vice President, John J. Boni, Senior Vice President/General Manager; Neil Perlman, Senior Vice President/Group Publisher; Jerry D. Stelk, Senior Vice President/Publishing Operations; J.J. Walsh, Senior Vice President/Finance; Thomas J. Dellomaria, Senior Vice President/Production & Manufacturing; Ralph Knapp, Vice President/Human Resources; Neal Vitale, Vice President/Consumer Publishing. Second-class postage paid at Washington, DC 20036 and additional mailing offices. Postmaster, please send address corrections to: *Broadcasting*, PO Box 715, Brewster, NY 10509-0715. *Broadcasting* copyright 1991 by Reed Publishing USA. Robert L. Krakoff, Chairman/Chief Executive Officer. Annual subscription rates: USA, $85; Canada, $129 (includes GST); Foreign Air, $300; Foreign Surface, $149. Single copies are $2.95, special issues, $4.50. Please address all subscriptions mail to: *Broadcasting*, PO Box 715, Brewster, NY 10509-0715. *Broadcasting* is a registered trademark of Reed Properties, Inc., used under license. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (1-800-521-0600).

Broadcasting's Ratings Week ϟ Dec30-Jan5

	ABC	CBS	NBC	FOX
MONDAY	11.4/19	13.4/22	11.8/19	NO PROGRAMING
8:00	48. MacGyver 10.9/18	32. Davis Rules 12.6/21	29. Fresh Prince 13.0/21	
8:30		29. Major Dad 13.0/21	36. Blossom 11.7/19	
9:00	39. ABC Monday Night Movie—Spartacus Pt. 2 11.6/19	13. Murphy Brown 14.8/23	41. NBC Monday Night Movies—Night of the Living Dead Pt. 2 11.5/19	
9:30		21. Designg Wmn 14.0/22		
10:00		28. Northern Exposure 13.1/22		
10:30				
TUESDAY	9.1/19	8.8/18	8.8/18	NO PROGRAMING
8:00	43. Full House 11.4/22	51. Rescue: 911 10.3/20	72. Orange Bowl Parade 8.0/16	
8:30	46. Home Improvmt 11.0/22			
9:00	43. Roseanne 11.4/23	70. CBS Tuesday Night Movie—World's Oldest Living Bridesmaid 8.1/17	59. In the Heat of the Night 9.6/20	
9:30	59. Coach 9.6/20			
10:00	85. Homefront 5.5/12		65. Law and Order 8.7/19	
10:30				
WEDNESDAY	10.4/16	14.4/22	11.7/18	NO PROGRAMING
8:00	37. Rose Bowl 12.1/19	16. Davis Rules 14.5/22	46. Orange Bowl Game 11.0/18	
8:30		18. Brooklyn Bridge 14.1/21		
9:00		23. Jake and the Fatman 13.8/21		
9:30	49. Sugar Bowl 10.8/18			
10:00		11. 48 Hours 15.1/25		
10:30				
THURSDAY	10.5/16	11.9/19	14.6/23	9.9/15
8:00	64. Pros and Cons 8.8/14	36. Top Cops 12.3/19	6. Cosby 16.1/25	41. Simpsons 11.5/18
8:30			8. A Diffnt. World 15.8/24	72. Drexell's Class 8.0/12
9:00	70. Extreme Edge 8.1/12	50. P.S. I Luv U 10.4/16	2. Cheers 19.8/30	54. Beverly Hills 90210 10.0/15
9:30			7. Wings 15.9/24	
10:00	14. Primetime Live 14.6/24	31. Knots Landing 12.9/21	52. L.A. Law 10.1/17	
10:30				
FRIDAY	14.6/24	11.3/19	9.7/16	5.6/9
8:00	18. Family Matters 14.1/24	45. CBS Friday Movie Special—Dead Poets Society 11.3/19	34. Matlock 12.4/20	80. America's Most Wanted 6.7/11
8:30	25. Step By Step 13.7/22			
9:00	26. Baby Talk 13.6/22		62. Pacific Station 9.4/15	87. Hidden Video 4.7/8
9:30	33. Perfect Strngrs 12.5/21		63. Dear John 8.9/15	89. Best of the Worst 4.1/7
10:00	4. 20/20 16.9/29		77. Reasonable Doubts 7.5/13	
10:30				
SATURDAY	7.9/13	11.4/20	12.4/22	7.3/13
8:00	76. Who's the Boss? 7.6/13	34. CBS Saturday Movie—White Fang 12.4/21	27. Golden Girls 13.5/23	74. Cops 7.8/13
8:30	74. Growing Pains 7.8/13		39. Walter and Emily 11.6/20	65. Cops 2 8.7/15
9:00	82. Young Riders 6.2/10		10. Empty Nest 15.2/26	81. World's Greatest Stunts II 6.4/11
9:30			17. Nurses 14.3/24	
10:00	58. The Commish 9.8/18	61. P.S. I Luv U 9.5/17	54. Sisters 10.0/18	
10:30				
SUNDAY	13.9/21	18.8/29	10.4/16	8.8/13
7:00	57. Life Goes On 9.9/15	1. 60 Minutes 26.3/41	84. Eerie, Indiana 5.6/9	78. True Colors 7.3/11
7:30			86. The Torkelsons 5.1/8	79. Parker Lewis 7.0/11
8:00	5. Am Fun Hme Vid 16.5/24	3. Murder, She Wrote 19.3/28	69. Hot Country Nights 8.2/12	37. In Living Color 12.0/17
8:30	9. Am Fun People 15.4/22			54. Roc 10.0/14
9:00	12. ABC Sunday Night Movie—Three Fugitives 14.9/23	14. CBS Sunday Movie—Diagnosis of Murder 14.6/23	21. NBC Sunday Night Movie—In the Arms of a Killer 14.0/22	23. Married w/Childn 13.8/20
9:30				52. Herman's Head 10.1/15
10:00				83. Get a Life 5.8/9
10:30				88. Charlie Hoover 4.2/7
WEEK'S AVGS	11.2/19	13.1/22	11.3/19	8.1/13
SSN. TO DATE	12.0/20	13.4/22	12.5/21	7.7/13

RANKING/SHOW (PROGRAM RATING/SHARE) *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

FOURTH-QUARTER CABLE SERVICE RATINGS: 1991 VS. 1990

Network	Prime Time				Full Day			
	4Q 1991 Rating	HH	4Q 1990 Rating	HH	4Q 1991 Rating	HH	4Q 1990 Rating	HH
WTBS	2.5	1,419,000	2.3	1,262,000	1.4	811,000	1.5	842,000
ESPN	2.4	1,430,000	2.5	1,430,000	0.9	535,000	0.9	510,000
USA	2.2	1,267,000	2.2	1,211,000	1.3	746,000	1.2	651,000
TNT	1.7	932,000	1.9	961,000	1.0	533,000	1.0	509,000
TNN	1.4	728,000	1.2	600,000	0.6	325,000	0.5	267,000
Lifetime	1.2	618,000	1.1	565,000	0.6	320,000	0.6	308,000
CNN	1.1	629,000	1.2	675,000	0.8	449,000	0.7	391,000
Discovery	1.0	557,000	1.0	529,000	0.5	295,000	0.5	265,000
Nick at Nite	0.9	502,000	0.8	427,000	0.6	335,000	0.5	267,000
Family	0.8	441,000	0.8	417,000	0.6	340,000	0.6	309,000
A&E	0.7	384,000	0.6	299,000	0.5	233,000	0.4	188,000
MTV	0.6	330,000	0.7	371,000	0.5	275,000	0.5	265,000
HL News	0.3	159,000	0.3	157,000	0.3	165,000	0.4	153,000
VH-1	0.3	130,000	0.3	117,000	0.2	86,000	0.2	78,000
Nickelodeon	—	—	—	—	1.1	614,000	1.0	534,000

Notes: Figures are network estimates. All data are supplied by an outside source based on Nielsen Media Research. Ratings are based on the coverage area of each network, not the entire television universe. USA's prime time is 7-11 p.m.; Family's is 8-10 p.m. Discovery and TNN's full day is 9 a.m.-3 a.m.; Lifetime's and Family's are 7 a.m.-1 a.m.; A&E's is 8 a.m.-4 a.m.; Nickelodeon's is 7 a.m.-8 p.m.; Nick at Nite's is 8 p.m.-7 a.m.

The combined prime time fourth-quarter 1991 ratings for the 14 largest basic cable networks was a 17.1, up slightly from a cumulative 16.9 for the same period in 1990. WTBS(TV) Atlanta, boosted by its James Bond movie showings, edged out ESPN as the highest-rated network of the quarter.

Despite huge ratings gains made during the William Kennedy Smith rape trial, CNN's daytime ratings went up just one-tenth of a point, while prime time ratings dropped by the same amount.

The Nashville Network was up 0.2 rating points, buoyed by the success of its new *Statler Brothers Show*, which was earning a 4 rating in prime time. Lifetime, Nick at Nite, and A&E were all up slightly in prime time; ESPN, TNT and MTV were down. Discovery, Family, Headline News and USA were flat.

Comfort Zone.

AMs TAKE FIVE TOP SPOTS IN ARBITRON

Urban, soft AC formats continue strong showings; CHR, AOR hold steady in fall survey

By Reed E. Bunzel

Soft AC stations finished first in the top two markets—New York and Los Angeles—and AM heritage stations claimed the top slot in five other top-10 markets, according to the Arbitron fall survey released last week. Urban also continued its strong showing, finishing second in three markets and third in two, while CHR and AOR numbers held relatively steady. All numbers reflect persons 12-plus, Monday-Sunday, 6 a.m. to midnight. Note: Arbitron has cited WPLJ(FM) New York for a violation of its rating bias policy during the fall survey and has listed the station below the line; however, the station did not finish among the top 10, 12-plus, in New York.

Market-by-market highlights include:

■ New York: Soft adult contemporary WLTW(FM) gained almost a full share point to finish in first place at 5.8, ahead of WRKS(FM), which increased its share to 5.2. Former market leader WCBS-FM slipped slightly to 4.9, enough to drop it into third place, barely ahead of WQHT(FM), which finished in fourth at 4.8.

■ Los Angeles: Soft AC-oriented KOST(FM) remained in first place, leveling off at an even 6.0 as contemporary-hits-radio combo KIIS-AM-FM slipped to a 4.9 but held on to second place. KLOS(FM) climbed one notch into third place, even though its numbers slipped a hair to 4.4, while KPWR(FM) rebounded into fourth from its summer slump with a 4.3.

■ Chicago: WGN(AM) maintained its market lead and actually gained ground, increasing to 8.5, partly on the strength of its NFL Bears broadcasts. Urban-formatted WGCI-FM held on in second but tumbled more than

Station	Format	Summer	Fall
1. New York			
WLTW(FM)	Soft AC	4.9	5.8
WRKS(FM)	Urban	4.8	5.2
WCBS(FM)	Oldies	5.1	4.9
WQHT(FM)	CHR	4.2	4.8
WBLS(FM)	Urban	4.2	4.4
WNSR(FM)	Soft AC	3.4	4.2
WINS(AM)	News	4.3	4.1
WXRK(FM)	Classic Rock	3.8	3.9
WNEW-FM	AOR	4.0	3.8
WABC(AM)	Talk	2.6	3.3
WHTZ(FM)	CHR	3.8	3.3
WOR(AM)	Talk	4.0	3.3
2. Los Angeles			
KOST(FM)	Soft AC	5.9	6.0
KIIS-AM-FM	CHR	5.3	4.9
KLOS(FM)	AOR	4.5	4.4
KPWR(FM)	CHR	3.5	4.3
KABC(AM)	Talk	4.7	4.2
KLVE(FM)	Spanish	3.5	4.0
KRTH(FM)	Oldies	3.8	4.0
KKBT(FM)	Urban	4.9	3.8
KWKW(AM)	Spanish	3.1	3.8
KBIG(FM)	AC	3.8	3.2
KROQ-FM	AOR	2.7	3.2
3. Chicago			
WGN(AM)	MOR/Talk	8.4	8.5
WGCI-FM	Urban	8.1	6.8
WBBM-FM	CHR	4.9	5.1
WBBM(AM)	News	3.8	4.4
WVAZ(FM)	Urban	4.7	4.2
WNUA(FM)	AC	3.4	3.8
WUSN(FM)	Country	4.5	3.8
WWBZ(FM)	AOR	4.6	3.8
WLIT-FM	AC	3.4	3.4
WXRT(FM)	AOR	2.6	3.3
4. San Francisco			
KGO(AM)	News/Talk	8.0	8.4
KCBS(AM)	News	4.1	5.5
KMEL(FM)	CHR	5.3	5.3
KFRC(AM)	Nostalgia	4.9	4.3
KOIT-AM-FM	Soft AC	2.9	3.6
KNBR(AM)	Talk	4.5	3.3
KITS(FM)	New Rock	2.7	3.1
KABL-AM-FM	AC	2.7	3.0
KSAN(FM)	Country	2.5	2.9
KSOL(FM)	Urban	2.8	2.9
5. Philadelphia			
KYW(AM)	News	7.5	7.6
WMMR(FM)	AOR	6.4	7.2
WUSL(FM)	Urban	6.8	6.8
WYSP(FM)	Classic Rock	5.9	6.2
5. Philadelphia (cont.)			
WEAZ-FM	AC	5.2	5.1
WEGX(FM)	CHR	3.7	4.9
WXTU(FM)	Country	4.7	4.9
WWDB(FM)	Talk	5.0	4.7
WOGL-FM	Oldies	5.0	4.6
WIOQ(FM)	CHR	4.1	4.4
6. Detroit			
WJR(AM)	News/Talk/AC	9.3	9.3
WJLB(FM)	Urban	6.2	6.6
WWJ(AM)	News	4.4	6.3
WWWW(FM)	Country	6.1	5.3
WKQI(FM)	CHR	5.0	4.7
WOMC(FM)	Oldies	5.4	4.5
WHYT(FM)	CHR	4.7	4.4
WLLZ(FM)	AOR	4.2	4.3
WXYT(AM)	News/Talk	3.7	4.3
WJOI(FM)	Easy	3.8	3.9
7. Washington			
WPGC-FM	CHR	7.8	9.2
WMZQ-AM-FM	Country	5.6	5.8
WKYS(FM)	Urban	4.5	5.4
WGAY(FM)	Easy	5.6	5.2
WMAL(AM)	News/Talk	3.6	5.1
WASH(FM)	AC	4.1	4.7
WRQX-FM	Hot Mix	3.1	4.4
WTOP(AM)	News	4.2	4.3
WMMJ(FM)	AC	3.5	3.9
WAVA(FM)	CHR	3.6	3.8
8. Dallas-Fort Worth			
KSCS(FM)	Country	10.5	11.2
KPLX(FM)	Country	6.0	7.3
KVIL-AM-FM	AC	5.6	5.3
WBAP(AM)	Country	5.4	5.3
KTXQ(FM)	AOR	6.4	5.2
KKDA-FM	Urban	5.0	4.4
KLRX(FM)	AOR	2.8	4.4
KMJZ(FM)	Urban	4.3	4.0
KRLD(AM)	News/Sports	4.1	4.0
KEGL(FM)	CHR	3.6	3.9
9. Boston			
WBZ(AM)	AC	5.5	7.5
WRKO(AM)	Talk	8.3	6.4
WXKS-FM	CHR	5.0	5.5
WMEX(AM)			
WMJX(FM)	AC	3.5	5.4
WBCN(FM)	AOR	5.6	5.3
WZOU(FM)	CHR	7.1	5.3
WBMX(FM)	AC Mix	4.0	4.5
WSSH-FM	Easy	4.8	4.5
WODS(FM)	Oldies	4.7	4.2
WHDH(AM)	Talk	3.9	3.9

full point to finish at 6.8, while third-place WBBM-FM climbed slightly to 5.1.

■ San Francisco: The NFL 49ers helped KGO(AM) add to its first-place lead, increasing its share to 8.4, almost three full points ahead of second-place KCBS(AM), which jumped to 5.5. CHR-formatted KMEL(FM) held steady at 5.3, but slipped into third place, a full point ahead of fourth-place KFRC(AM), which dipped to 4.3.

■ Philadelphia: News outlet KYW(AM) increased slightly to 7.6, holding on to first place, as WMMR(FM) jumped into second with a 7.2, ahead of urban-formatted WUSL(FM), which held steady at 6.8.

■ Detroit: Market leader WJR(AM) remained steady at 9.3, while second-place urban-oriented WJLB(FM) gained slightly to finish at 6.6. The Lions, NFC Central champs, helped WWJ(AM) increase from 4.4 to 6.3, boosting it into third, while country-formatted WWWW(FM) dipped from 6.1 to 5.3.

■ Washington: CHR powerhouse WPGC-FM continued its capital punch, jumping from 7.8 to 9.2 and widening its lead over second-place combo WMZQ-AM-FM. Urban-formatted WKYS(FM) added almost a full share point to jump into third, while former second-place tie WGAY(FM) lost audience to finish in fourth at 5.2. Also, WMAL(AM) jumped to 5.1 on the backs of NFC East's Redskins.

■ Dallas-Fort Worth: Country delivered a one-two punch in Big D as KSCS(FM) increased to 11.2 and KPLX(FM) jumped to 7.3. AC-formatted KVIL-AM-FM finished in a third-place tie with country-oriented WBAP (AM) at 5.3, while album-oriented-rock outlet KTXQ(FM) slipped more than a full point to 5.2.

■ Boston: Partly on the strength of NFL Patriot broadcasts, WBZ(AM) added two full points and finished first at 7.5, a full point ahead of talker WRKO(AM), which slipped to 6.4. CHR-formatted WXKS(FM) climbed into third with a 5.5, while new AC combo WMEX(AM)-WMJX(FM) shot up almost two full points to finish fourth. ■

WOR FORMS TALK NET

Buckley Broadcasting's WOR-(AM) New York has formed a new daytime talk radio service, the WOR Radio Network, which is scheduled to debut Feb. 3. The first program to be offered by the fledgling network is a two-hour daily personal finance program, *Smart Money*, featuring Ken and Daria Dolan, who currently co-host a daily financial program on WOR(AM). *Smart Money* is scheduled to air Monday-Friday from 1:00 p.m. to 3:00 p.m., and future plans call for additional weekday and weekend talk programing.

Programing for the WOR Radio Network, which will be available on a barter basis to commercial stations nationwide, will originate from WOR(AM) studios in New York. Rich Wood, former ABC Radio Networks director of station relations, has been named director of the new network. ■■■

© 1991 Northern Lights Communications, Inc.

THE ADVANTAGE WE'RE ABOUT TO GIVE YOU MAY SEEM EQUALLY UNFAIR.

When you're fielding for a bigger share, call us at (612)476-0478, and ask about our interactive 800 and 900 number promotions. We've helped major companies put viewers and advertisers right in the palm of their hands.

NORTHERN LIGHTS COMMUNICATIONS, INC.

See us at NATPE Booth 1440.

Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

WNDZ(AM)-WVVX(FM) **Portage, Ind.-Highland Park, Ill. (Chicago)** □ Sold by Universal Broadcasting to Douglas Broadcasting for $5.7 million, which includes minority tax certificate. **Seller** is headed by Marvin B. Kosofsky and Howard Warshaw, and is licensee of four AM's and one FM. Kosofsky also has 14.5% interest in Jacor Communications, licensee of five AM's and eight FM's. Warshaw has interests in licensee of WKIX(AM)-WYLT(FM) Raleigh, N.C. **Buyer** is headed by N. John Douglas, who recently purchased KWIZ-FM Santa Ana, Calif. ("Changing Hands," Nov. 11, 1991), and is also licensee of two AM's and four FM's. WNDZ has religious format on 750 khz with 2.5 kw day. WVVX has ethnic, heavy metal format on 103.1 mhz with 3 kw and antenna 241 feet above average terrain. *Broker: W. John Grandy.*

KBUL(FM) **Carson City-Reno, Nev.** □ Sold by Atmor Properties Inc. to Citadel Associates Ltd. for $1.3 million. **Buyer** is headed by general partner Lawrence R. Wilson, and also owns KBOZ-AM-FM Bozeman and KCTR-AM-FM Billings, both Mont.; KCNR(AM)-KLZX-FM Salt Lake City and KKFM(FM) Colorado Springs; it also purchased nine Price Broadcasting Co. stations, pending FCC approval ("Changing Hands," Sept. 9, 1991). **Seller** is headed by Lee M. Mitchell, and also owns WAVH(FM) Mobile, Ala. KBUL has C&W format on 98.1 mhz with 75.9 kw and antenna 2,275 feet above average terrain. *Broker: Blackburn & Company Inc.*

KIDI(FM) **Albuquerque, N.M.** □ Sold by Guadalajara Chili Pepper Co. to Ramar Communications Inc. for $1 million cash. **Seller** is headed by Loretta Salazar. Director Leo Kesselman has interests in four LPTV's and is permittee of ch. 9 in Santa Maria, Calif. **Buyer** is headed by Ray Moran, who has interests in KBQE(TV) Albuquerque, N.M., which Moran is purchasing from his wife (see "For the Record"). KIDI has international Spanish contemporary format on 103.3 mhz with 22 kw and antenna 4,069 feet above average terrain.

WTIX(AM) **New Orleans** □ Sold by Charles J. Givens Radio Partner II Ltd. to GHB Broadcasting for $800,000. **Seller** is financial expert and author. **Buyer** is headed by George Buck Jr., and is licensee of nine AM's and one FM. WTIX has news-talk format on 690 khz with 10 kw day and 5 kw night. *Broker: Bergner & Co.*

WWBE(FM) **Mifflinburg and CP licensed to Beaver Springs, both Pennsylvania** □ Sold by Hale Communications to Marnu Inc. for $775,000 cash. **Seller** of WWBE is headed by Mark Fleisher; his wife, Mary Anne Fleisher, is selling CP. **Buyer** is headed by Pryor E. Neuber Jr., and has no other broadcast interests. WWBE has country format on 106.1 mhz with antenna 150 feet above average terrain. CP is allotted to 106.1 mhz with 1.75 kw and antenna 400 feet above average terrain and is not on air. *Broker: Hickman Associates.*

KIXR(FM) **Ponca City, Okla.** Sold between principals of licensee Kix Communications Inc. for $250,000. Terms: $200,000 cash and $50,000 on terms. **Seller** is Frank Chappell, selling 51% to **buyer** Bill Burns. Principals have no other broadcast interests. KIXR has CHR format on 100.1 mhz with 3 kw and antenna 299 feet.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ **$800,000** □ **1**

FM's □ **$3,500,000** □ **5**

AM-FM's □ **$5,700,000** □ **1**

TV's □ **$0** □ **0**

Total □ **$10,000,000** □ **7**

1991 to Date:

AM's □ **$82,329,886** □ **266**

FM's □ **$224,011,223** □ **287**

AM-FM's □ **$342,829,401** □ **213**

TV's □ **$1,067,579,400** □ **83**

Total □ **$1,716,749,910** □ **849**

For 1990 total see Jan. 7, 1991 BROADCASTING.

1991
SOLD! -
CLOSED!

Last year MVP sold and closed more radio and television stations for more dollars than any other media brokerage firm.* In large, medium and small markets, in bull and bear economies, no firm achieves more for its clients. We welcome your call for a discrete, confidential discussion about your objectives for 1992 – and beyond.

Providing the Broadcast Industry with Brokerage Services Based Strictly on Integrity, Discretion and Results.

RANDALL E. JEFFERY
407-295-2572
ELLIOT B. EVERS
415-391-4877
BRIAN E. COBB
CHARLES E. GIDDENS
703-827-2727

RADIO and TELEVISION BROKERAGE
FINANCING • APPRAISALS

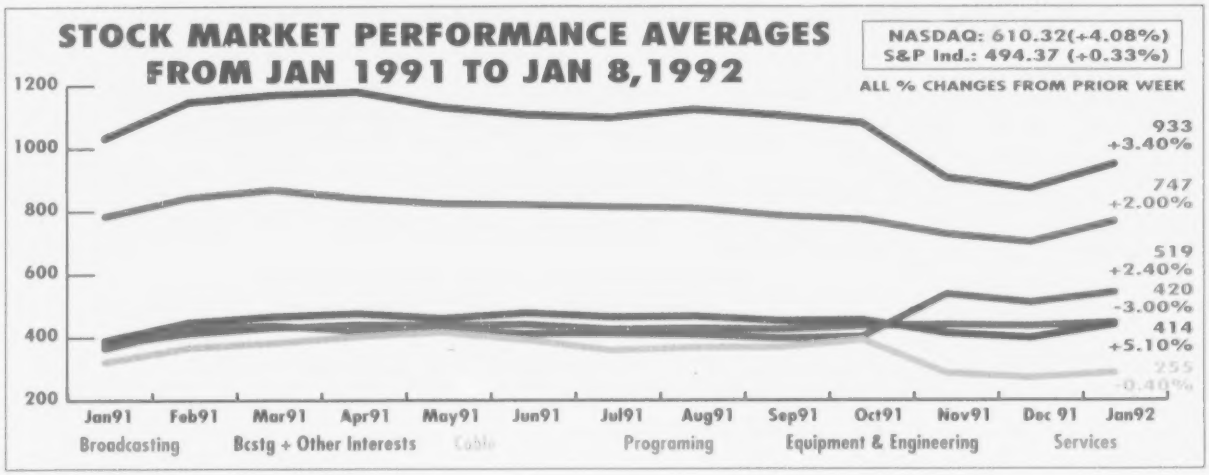
MVP

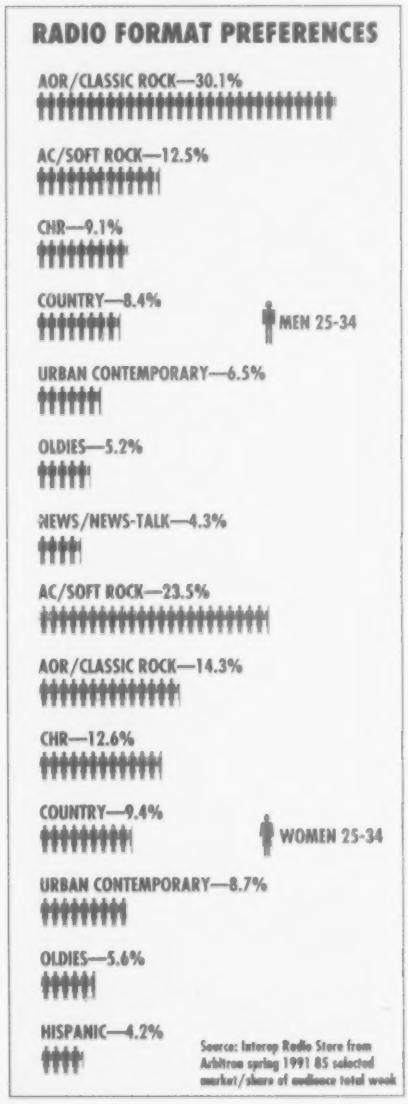
MEDIA VENTURE PARTNERS

WASHINGTON, DC
ORLANDO
SAN FRANCISCO

*Source: Paul Kagan and Associates, Inc. and Radio Business Report

Broadcasting's By The Numbers





SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,985	232	5,217
Commercial FM	4,570	1,015	5,585
Educational FM	1,507	315	1,822
Total Radio	**11,062**	**1,562**	**12,624**
Commercial VHF TV	556	16	572
Commercial UHF TV	576	168	744
Educational VHF TV	123	5	128
Educational UHF TV	234	10	244
Total TV	**1,489**	**199**	**1,688**
VHF LPTV	232	154	386
UHF LPTV	742	862	1,604
Total LPTV	**974**	**1016**	**1,990**
FM translators	1,892	362	2,254
VHF translators	2,702	84	2,786
UHF translators	2,330	376	2,706

CABLE

Total subscribers	56,072,840
Homes passed	87,433,000
Total systems	11,135
Household penetration†	61%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 93.1 million.
[1] Construction permit. [2]Instructional TV fixed service. [3]Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

In Brief

Action for Children's Television is closing its doors after 23 years of fighting for better children's programing. Peggy Charren, ACT president, said that "while children's TV has never been worse, we have set in motion what is necessary to make it better." Charren was referring to the Children's Television Act that went into effect earlier this year that limits ad time on children's shows and requires broadcasters to demonstrate to the FCC that they are serving children's needs. ACT's membership, which hit 20,000 at one point, is now less than half that. "I decided that life got to be complicated when AIDS and homelessness took over the country," Charren said. "Trying to get money for television may not be on the top of anyone's list."

Grundy International Operations Ltd. and Mark Goodson Productions have signed an agreement whereby Grundy has been granted exclusive license of Goodson formats and exclusive rights to distribute existing episodes of Goodson programing in the South America, Australia, New Zealand, Southeast Asia and Japan territories as well as others. Goodson product in the deal includes *The Price Is Right*, *Concentration*, *Card Sharks*, *Beat the Clock* and *Family Feud*.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Dec. 22. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	14.4/222/98
2. Jeopardy!	12.2/216/98
3. Oprah Winfrey Show	11.0/220/99
3. Star Trek	10.5/242/96
5. Entertainment Tonight	8.7/185/96
6. Cosby Show	8.4/205/97
7. Current Affair	8.3/171/93
8. Married...With Children	8.0/167/94
9. A Very Brady Christmas	7.5/181/93
10. Donahue	7.2/226/99
11. Wheel Of Fortune (Wknd)	6.9/184/81
11. WKRP In Cincinnati	6.9/235/98
13. Inside Edition	6.3/123/84
14. Sally Jessy Raphael	6.1/207/97
15. Hard Copy	5.9/169/91

Kushner-Locke International, the recently formed international distribution division of The Kushner-Locke Company, will attend NATPE, offering a slate of movies and miniseries for sale outside of the U.S. and Canada. The lineup includes six movies for TV and the miniseries *Glory Years*.

Act III Broadcasting President Bert Ellis resigned last Friday (Jan. 10). The group owner of eight Fox affiliates named Richard Ballinger, senior VP, to replace him. No reason was given for Ellis's resignation, although some industry sources have speculated he did not see eye-to-eye with other Act III executives regarding the latter's pending merger with ABRY Communications (BROADCASTING, Dec. 23, 1991).

The Broadcast Operations Coordinating Authority is taking frequency requests for coverage of the political conventions on a first-come, first-served basis. BOCA, which has asked the FCC for temporary assignment of unused spectrum in UHF channels 16 and 18, expects to coordinate thousands of broadcast, print and photo journalists covering the Democratic National Convention in New York (July) and the Republican National Convention in Houston (August). Request forms can be obtained from Mike Chiarulli or Joseph Nuzzon at ABC in New York, (212) 887-3442/3969.

The Society of Broadcast Engineers and the NAB reached an agreement last week to **schedule a series of "SBE Day" technical sessions** on Tuesday, April 14, during the 1992 NAB Broadcast Engineering Conference, April 12-16 in Las Ve-

NETWORK NOTE

ABC has ordered five more episodes of Steven Bochco Productions' *Civil Wars*, bringing the season total to 18. In an effort to increase the series' less-than-stellar ratings, ABC has scheduled a special airing of the show on Tuesday night at 10 p.m. following *Coach*, hoping the divorce lawyer show will gain some much needed sampling.

While gaining more episodes of *Civil Wars*, the network is losing the services of the critically acclaimed but moderately watched *Anything but Love* half-hour, which will cease production immediately at the behest of Twentieth Television, which produces the series. The studio has apparently decided the show's syndication value is so low as to not be able to recoup the costs incurred to produce prior episodes and any further installments. With the plug being pulled on the show midway through the season, the total number of episodes produced is 17, shy of the 22 originally ordered by ABC.

And in other news at the network:

■ Donna Mills, traditionally a CBS star thanks to her long-running involvement on *Knots Landing*, has been signed to a deal that will see the actress develop and star in a half-hour series as well as three made-for television movies, the first of which will be ready to air by mid-season 1992-93. Through her Donna Mills Productions, Mills will star in and serve as executive producer of the projects.

■ The network announced last week that *Billy*, the half-hour comedy starring Billy Connolly, will join their Friday night lineup in the 9:30-10 slot beginning January 31. In order to make room for the new show, *Perfect Strangers*, currently in the time slot, is moving to Saturday nights at 9-9:30, where it will have the unenviable responsibility of trying to resuscitate the network's comatose lineup. -sc